

What Is Claimed Is:

1. A method for processing client media requests in a content distribution network comprising the steps of:

5 preparing media for delivery via said content distribution system by storing multiple formats of said media and applying a uniform resource locator common to said multiple formats;

accepting a connection initiated by a client device;

analyzing a resource request from the client device;

10 determining the type of media player used by said client device from auxiliary information transmitted with said resource request; and

generating a response to said resource request substantially in real-time providing information for obtaining the requested resource in one of said multiple formats corresponding to said type of media player.

15 2. A method as claimed in claim 1, wherein said generating step comprises instructions for said client device to reconnect directly to a server supporting said type of media player indicated in said resource request using said uniform resource locator.

20 3. A method as claimed in claim 1, wherein said generating step comprises the step of redirecting said connection to a server supporting said type of media player indicated in said resource request using said uniform resource locator.

4. A method as claimed in claim 3, wherein said redirecting step is performed using a proxy server.

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5. A method as claimed in claim 1, wherein said accepting step, said analyzing step, said determining step and said generating step are performed by a server.